

1. (Currently amended) A computer-implemented method in a Dutch auction between a plurality of potential bidders, comprising the steps of:

- (a) generating a sequence of values for a comparative bid parameter that is used by an originator of the auction, said sequence of values being used to create a first view of the Dutch auction for the originator of the auction;
- (b) selecting a value in said sequence of values;
- (c) for at least a first potential bidder, transforming, using a computer, said selected value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for said first potential bidder, wherein said second view is associated with a first auction item having a first characteristic; and
- (d) for at least a second potential bidder, transforming said selected value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for said second potential bidder, wherein said third view is associated with a second auction item having a second characteristic that is different from said first characteristic.

2. (Original) The method of claim 1, wherein step (a) comprises the step of predefining a series of price increments or decrements.

3. (Original) The method of claim 2, wherein step (a) further comprises the step of changing said predefined series of price increments or decrements in real-time during the Dutch auction.

4. (Original) The method of claim 1, wherein step (c) comprises the step of performing one of a linear transformation, non-linear transformation, and lookup table transformation.

5. (Original) The method of claim 1, wherein step (c) comprises the step of performing a combination of linear, non-linear, and lookup table transformations simultaneously.

6. (Previously presented) A computer program product for enabling a processor in a computer system to conduct a Dutch auction between a plurality of bidders, said computer program product comprising:

a computer usable medium having computer readable program code means embodied in said medium for causing an application program to execute on the computer system, said computer readable program code means comprising:

a first computer readable program code means for enabling the computer system to generate a sequence of values for a comparative bid parameter that is used by an originator of the auction, said sequence of values being used to create a first view of the Dutch auction for the originator of the auction;

a second computer readable program code means for enabling the computer system to select a value in said sequence of values;

a third computer readable program code means for enabling the computer system to transform said selected value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for a first potential bidder, wherein said second view is associated with a first auction item having a first characteristic; and

a fourth computer readable program code means for enabling the computer system to transform said selected value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for a second potential bidder, wherein said third view is associated with a second auction item having a second characteristic that is different from said first characteristic.

7. (Original) The computer program product of claim 6, wherein said first computer readable program code means comprises computer readable program code means for enabling the computer system to predefine a series of price increments or decrements.

8. (Original) The computer program product of claim 7, wherein said first computer readable program code means comprises computer readable program code means for enabling the computer system to change said predefined series of price increments or decrements in real-time during the Dutch auction.

9. (Original) The computer program product of claim 6, wherein said third computer readable program code means comprises computer readable program code means for enabling the computer system to perform one of a linear transformation, non-linear transformation, and lookup table transformation.

10. (Original) The computer program product of claim 6, wherein said third computer readable program code means comprises computer readable program code means for enabling the computer system to perform a combination of linear, non-linear, and lookup table transformations simultaneously.

11-15. (Cancelled).

16. (Previously presented) A system for conducting a Dutch auction between a plurality of bidders, comprising:

means for generating a sequence of values for a comparative bid parameter that is used by an originator of the auction, said sequence of values being used to create a first view of the Dutch auction for the originator of the auction;

means for selecting a value in said sequence of values;

means for transforming said selected value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for a first potential bidder, wherein said second view is associated with a first auction item having a first characteristic; and

means for transforming said selected value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for a second potential bidder, wherein said third view is associated with a second auction item having a second characteristic that is different from said first characteristic.

17. (Original) The system of claim 16, wherein said means for generating predefines a series of price increments or decrements.

18. (Original) The system of claim 17, wherein said means for generating changes said predefined series of price increments or decrements in real-time during the Dutch auction.

19. (Original) The system of claim 16, wherein said means for transforming performs one of a linear transformation, non-linear transformation, and lookup table transformation.

20. (Original) The system of claim 16, wherein said means for transforming performs a combination of linear, non-linear, and lookup table transformations simultaneously.

21.-38. (Cancelled).

39. (Original) A method in a Dutch auction between a plurality of potential bidders, comprising the steps of:

- (a) defining a sequence of bid values beginning with a first bid value and ending at a second bid value, said sequence of bid values being used in the broadcast of posted prices to a set of potential bidders;
- (b) defining, for an individual bidder, a third bid value between said first bid value and said second bid value that represents an ending point in a broadcast of posted prices to said individual bidder;
- (c) sequentially transmitting information reflective of said sequence of bid values to said set of potential bidders, wherein in the absence of an acceptance of a posted price by a bidder in said set of potential bidders, said step of sequentially transmitting continues until said second bid value is reached; and
- (d) sequentially transmitting to said individual bidder, in the absence of an acceptance of a posted price by said individual bidder, information reflective of said sequence of bid values up until said third value is reached.

40. (Original) The method of claim 39, further comprising the step of transforming a value in said sequence of values into a bidder comparative bid parameter value, said transformed value being used to create a bidder-specific view of the Dutch auction.

41. (Original) A computer program product for enabling a processor in a computer system to conduct a Dutch auction between a plurality of bidders, said computer program product comprising:

- a computer usable medium having computer readable program code means embodied in said medium for causing an application program to execute on the computer system, said computer readable program code means comprising:

- a first computer readable program code means for enabling the computer system to define a sequence of bid values beginning with a first bid value and ending at a second bid value, said sequence of bid values being used in the broadcast of posted prices to a set of potential bidders;

- a second computer readable program code means for enabling the computer system to define, for an individual bidder, a third bid value between said first bid value and said second bid value that represents an ending point in a broadcast of posted prices to said individual bidder;

- a third computer readable program code means for enabling the computer system to sequentially transmit information reflective of said sequence of bid values to said set of potential bidders, wherein in the absence of an acceptance of a posted price by a bidder in said set of potential bidders, said step of sequentially transmitting continues until said second bid value is reached; and

- a fourth computer readable program code means for enabling the computer system to sequentially transmit to said individual bidder, in the absence of an acceptance of a posted price by said individual bidder, information reflective of said sequence of bid values up until said third value is reached.

42. (Original) The computer program product of claim 41, further comprising computer readable program code means for enabling the computer system to transform a value in said sequence of values into a bidder comparative bid parameter value, said transformed value being used to create a bidder-specific view of the Dutch auction.

43. (Original) A system for conducting a Dutch auction between a plurality of potential bidders, comprising:

means for defining a sequence of bid values beginning with a first bid value and ending at a second bid value, said sequence of bid values being used in the broadcast of posted prices to a set of potential bidders;

means for defining, for an individual bidder, a third bid value between said first bid value and said second bid value that represents an ending point in a broadcast of posted prices to said individual bidder;

means for sequentially transmitting information reflective of said sequence of bid values to said set of potential bidders, wherein in the absence of an acceptance of a posted price by a bidder in said set of potential bidders, said step of sequentially transmitting continues until said second bid value is reached; and

means for sequentially transmitting to said individual bidder, in the absence of an acceptance of a posted price by said individual bidder, information reflective of said sequence of bid values up until said third value is reached.

44. (Original) The system of claim 43, further comprising means for transforming a value in said sequence of values into a bidder comparative bid parameter value, said transformed value being used to create a bidder-specific view of the Dutch auction.

45-46 (Cancelled).